

# Connecticut's **Work Zone** Safety Awareness Week

## 2004 CAMPAIGN HIGHLIGHTS

- **Kickoff Event:** 10:30am on April 2, 2004 at I-91 Rest Area in Wallingford, CT  
Featuring Connecticut Lieutenant Governor M. Jodi Rell  
Campaign Partner Officials in Attendance, Work Zone Safety Display/Booth, Media Kits, "Operation Big Orange"
- **Campaign Posters/ Displays:** Theme – "**SLOW DOWN FOR THEM (workers) OR YOU WILL STOP FOR US (law enforcement)**"  
Displays on Billboards and Transit Buses  
Posters Provided to Town Halls, Libraries, High Schools, Rest Areas, Truck Stops, Train Stations, Airports, DMV Offices, State Police Facilities  
Children's Work Zone Safety Activity Pamphlet  
Cinema Ads – Visual Message Before Features at Movie Theaters  
Connecticut Rest Area Information Brochure
- **Public Service Announcements** Airing on Radio and Television Stations Statewide  
Primarily First Two Weeks of April and September
- **Traveler Information:** "National Work Zone Safety Week/Slow Down for Work Zones" Messages  
On Variable Message Signs & Highway Advisory Radio (HAR)  
Rest Area Signs Advising "Slow Down for Work Zones"  
Advertisements with commuter services and travel publications
- **Utility Companies:** Coalition with Utility Companies with Several Utilities Including Work Zone Safety Messages in Monthly Bills  
"Slow Down For Work Zones" Bumper Stickers on Utility Vehicles
- **Internet:** Work Zone Safety Information Available on the Connecticut Dept. of Transportation and Federal Highway Administration Web Sites
- **Mail Messages:** Mail Inserts on Work Zone Safety in State Pay Checks  
Safety Message on ConnDOT Postage Meter Stamp
- **Other Events:** Work Zone Safety Awareness Booths at CT Construction Career Day, Annual Paving Conference and DOT Exhibits  
Education and Information Packages Furnished to Schools, Training Seminars and Department of Transportation participating events

## 2004 Campaign Partners

Connecticut Department of Transportation  
Federal Highway Administration  
Motor Transport Association of Connecticut  
Conn. Department of Public Utility Control  
Connecticut Transit  
Connecticut Utility Companies

Connecticut Department of Public Safety  
Connecticut Police Chiefs Association  
Outdoor Advertising Association of Connecticut  
Connecticut Construction Industries Association  
Cinema Advertising, Inc.  
Chief State's Attorney's Office